**Clarke, Patrice A**

**From:** Folie, Mike
**Sent:** Wednesday, July 03, 2002 2:58 PM
**To:** Lau, Raymond W.; Walk, Roger A.
**Cc:** Whatford, Mark; Ramsay, Jim G.; Eiger, Randall; Beard, Christopher
**Subject:** RE: PM USA Internet Rewrite Health Issues Pages

Wireframe
emplate Health2.doc

Enclosed is a revised Wireframe for the Health Issues section of the proposed PM USA Internet.

Chris and Mark, please review the Surgeons General Report section to see if I did what you wanted there.

Raymond, regarding your questions and comments:

1. We know that this is a little repetitive right now, but I'm told we'll just have to live with it until we get the content on the different smoking related diseases;

2, 3 and 4. This content is different from the current website because our instructions were to take content from a Novo/Giantstep preview site - http://pmusaprev3.pmpreview.giantstep.com/default.asp. Username to get into the site is "philipcl" and the password is "ph707". We were told to use this text and advised not to change a word, add or delete anything. I do not know who prepared the content for this preview site but, as best as I can figure out, the instruction to rely upon this content came from Mike Pfeil, VP Communications and Public Affairs in Corporate Affairs, in consultation with Chris Beard, and that the purpose was to whittle the content down some so that visitors to the site were not overwhelmed with copy. It is not very different from the content on the current site, but you have picked out some of the places where it is. You and Roger are the content owners so if you want it to mirror the site that's up there now please discuss with Chris Beard and/or Mike Pfeil.

5. I believe the NCI site at some point talks about low tar/nic in the context of quitting, but I will check that out.

6. The Secondhand Smoking section did not have enough material to make a meal.

Hope this answers your questions. Please let us know if you think we'll be able to get review from Roger and, if not, if we can rely upon your review for now in moving this forward. Thanks and have a good holiday. M

-----Original Message-----
**From:** Lau, Raymond W.
**Sent:** Tuesday, July 02, 2002 3:25 AM
**To:** Folie, Mike
**Cc:** Whatford, Mark; Walk, Roger A.; Eiger, Randall
**Subject:** RE: PM USA Internet Rewrite Health Issues Pages

Dear Mike,

Roger - who is the sole content owner, was traveling last week and is on vacation for the next couple of weeks. In his absence and without the benefit of conferring with him, I like to offer you my own comments which you may want to consider.

Based on my understanding that the contents of the existing website are to be transferred without change to the new proposed high and mid level architecture, I compared the draft contents with those from the current website and looked for obvious disconnects and potential errors. I made no attempt to edit the propose text or come up with new text myself.

1. Health Issues Landing Page / Cigarette Smoking and Disease

   The "jump off" point leads to the same text as that presented in the landing page - no additional information is available, since the various disease sections will not be ready.

2. Health Issues Landing Page / Cigarette Smoking and Addiction / text following link to more information





Source: https://www.industrydocuments.ucsf.edu/docs/ryxk0001

The new text mentions and links to quitting smoking and low tar and nicotine brands, but it does not include the current website text which has specific details and links related to cigarette smoking and addition - the topic of this section.

3. I noted the absence of the current text on "Our Support of Consistent Public Health Messages" in the new contents.

4. Health Issues Landing Page / Low Tar Cigarettes

   The current website does not have a specific section on the topic and the proposed contents are derived from various existing sections. The link on the landing page is introduced as "... more detailed information on tar and nicotine", but the text at the end of it (i.e. Low Tar Cigarettes "Snack" Page) talks about low tar cigarettes. On the other hand, the link from the "Snack" Page refers to "low tar and nicotine cigarettes" but takes the reader to the full Tar & Nicotine Numbers text.

5. Quitting Smoking (Snack)

   I thought the National Cancer Institute link refers to low tar cigarette but not to quitting per se.

6. Why does the Secondhand Smoke section not have the snack/meal structure like Low Tar Cigarettes and Quitting Smoking?

Please let me know if you would like to discuss these further. I will be out of the office on Tuesday but be back on Wednesday. By the way, where do you propose to link to the Schorp & Leyden (2002) paper?

Regards,

Raymond

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-----Original Message-----
**From:** Folie, Mike
**Sent:** Wednesday, June 26, 2002 9:26 AM
**To:** Lau, Raymond W.; Walker, Raymond
**Cc:** Whatford, Mark; Eiger, Randall; Ramsay, Jim G.; Beard, Christopher
**Subject:** FW: PM USA Internet Rewrite Health Issues Pages

I hear and obey.

Roger and Raymond, enclosed is a first draft attempt to put together some content for the Health section based on the architecture provided by Novo Giantstep. This was a little difficult to bring off in that I was told I could not change a word of text, which came from a "sandbox" test site; even though, as far as I know, the copy has not been approved by anyone yet and no one can tell me who wrote it. I think it's based largely on what was on the old site. So the title "Health Issues Rewrite" is something of a misnomer.

I did, however, shorten things where I felt that was a good idea, and provided links to the full text (meals) where appropriate.



PM3001114008

Source: https://www.industrydocuments.ucsf.edu/docs/ryxk0001

Please review. I assume that you and your colleagues, as content owners, are not constrained from making changes in the text. M << File: Health Issues revised ID 60 EFI.doc >>

-----Original Message-----
**From:** Whatford, Mark
**Sent:** Wednesday, June 26, 2002 8:44 AM
**To:** Folie, Mike
**Subject:** RE: PM USA Internet Rewrite Health Issues Pages

you should share this with Roger Walk and Raymond Lau [the content owners]

-----Original Message-----
**From:** Folie, Mike
**Sent:** Friday, June 21, 2002 3:20 PM
**To:** Ramsay, Jim G.; Whatford, Mark; Beard, Christopher
**Cc:** Eiger, Randall
**Subject:** PM USA Internet Rewrite Health Issues Pages

<< File: Health Issues revised ID 60 EFI.doc >> Here's a first crack at this. M



PM3001114009

Source: https://www.industrydocuments.ucsf.edu/docs/ryxk0001